

GOVERNORS STATE UNIVERSITY  
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

ARCHIVES  
MGMT 360  
S/S 2002

**Course:** MGMT 360--Business Communication, Summer, 2002

**Instructor:** David V. Curtis

**Office Hours** Tuesdays 9:15 - 9:30  
12:20 - 2:30

Thursdays 9:00 - 9:30  
12:20 - 2:30

Other times by appointment

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**Textbooks:** Locker, Kitty O., Business and Administrative Communications, 5th. Edition, Irwin, McGraw-Hill, 2000

Supplemental readings will be provided throughout the course.

**Course Overview**

This course is designed to help you become more effective in exchanging ideas and information through speaking, writing, and listening. Since the majority of students in the course are business majors, the materials and assignments are designed for business and administrative environments.

This is a course in business communication, not creative writing. Consequently, language use will be more conventional and the forms and formats more standardized. The conventions of written English -- spelling, punctuation, grammar, syntax and organization -- are even more important in the business environment than in creative writing, and those conventions will be emphasized. The course will focus on the various forms of business communication -- letters, memoranda, reports, formal speeches and informal presentations.

You will have writing assignments each week and will make at least two oral presentations to the class. You will have several alternatives for the oral reports. There will be unannounced quizzes from time to time to encourage you to keep current with the reading assignments. You will also prepare a personal resume' and cover letter to a potential employer. There will be no mid-term or final examinations as such. Rather, certain in-class writing assignments will be "weighted" more heavily than others. The quality of all of your communication assignments, but especially the in-class writing, will determine your final grade.

## Course Objectives:

- \* Recognize and apply the qualities of unity, tone, organization, coherence and emphasis in oral and written communication.
- \* Use appropriate, correct language and punctuation in writing, proofreading, and editing business communications.
- \* Recognize and use acceptable style and formats for business letters, memos, and reports.
- \* Analyze and interpret various communication barriers.
- \* Listen effectively
- \* Apply appropriate business communication skills to organizational communication problems.
- \* Prepare and present informational and analytical business reports using oral, visual, and written media.
- \* Formulate effective communications for typical business situations.
- \* Prepare an effective job resume' and personal application letter.
- \* Prepare and present oral reports.

**Attendance:** You are expected to attend class regularly and to be on time. Part of your grade will be based on class participation, and there will be no make-ups for the quizzes and in-class assignments unless prior arrangements have been made with the professor.

**Assignments:** All homework assignments are to be typed. (I strongly suggest a word processor.) Work submitted after the end of the class on the date due may be reduced by one letter grade for each week it is late.

<b>Evaluation:</b>	Written assignments (homework and in-class)	65%
	Certain in-class work will be weighted more heavily.	
	Oral Presentations(s)	20%
	Unannounced quizzes	10%
	Class participation	5%

The quizzes will receive a numerical grade. All other work will be graded in a holistic fashion with "+"s and "-"s (A-, B+, etc.). Some in-class assignments may be weighted more than others. You will be informed of specially weighted assignments.

**Assignment Sequence:** The readings are assigned on a weekly basis, and you will be responsible for that week's readings on each Tuesday.

**Week of:**

June 27	Introduction
July 2	Chapter 1, Business Communication, Management, and Success Appendix C, Making and Communicating Meaning Appendix A, Formats for Letters and Memos Appendix B, Writing Correctly
July 9	Chapter 2, Building Goodwill Chapter 3, Adapting Your Message to Your Audience Chapter 4, Making Your Writing Easy to Read Chapter 5, Effective Strategies for Planning, Composing, and Revising Chapter 7, Informative and Positive Messages
July 16	Chapter 8, Negative Messages Chapter 17, Making Oral Presentations Chapter 9, Writing Persuasive Messages Chapter 10, Handling Difficult Persuasive Situations Chapter 11, Sales and Fund-Raising Letters
July 23	Chapter 6, Designing Documents, Slides, and Screens Chapter 12, International Communication Chapter 13, Working and Writing in Groups
July 30	Chapter 18, Resumes Chapter 19, Job Application Letters Chapter 20, Job Interviews, Follow-Up Letters and Calls, and Job Offers
August 6	Chapter 14, Planning, Proposing, and Researching Reports Chapter 15, Analyzing Data and Writing Reports Chapter 16, Using Graphs and Other Visuals

The remaining class sessions will be for in class oral presentations and writing assignments.

**Persons with Disabilities:** It is the intention of Governors State University to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of her/his physical abilities in order to complete the course, please notify the instructor as soon as possible.